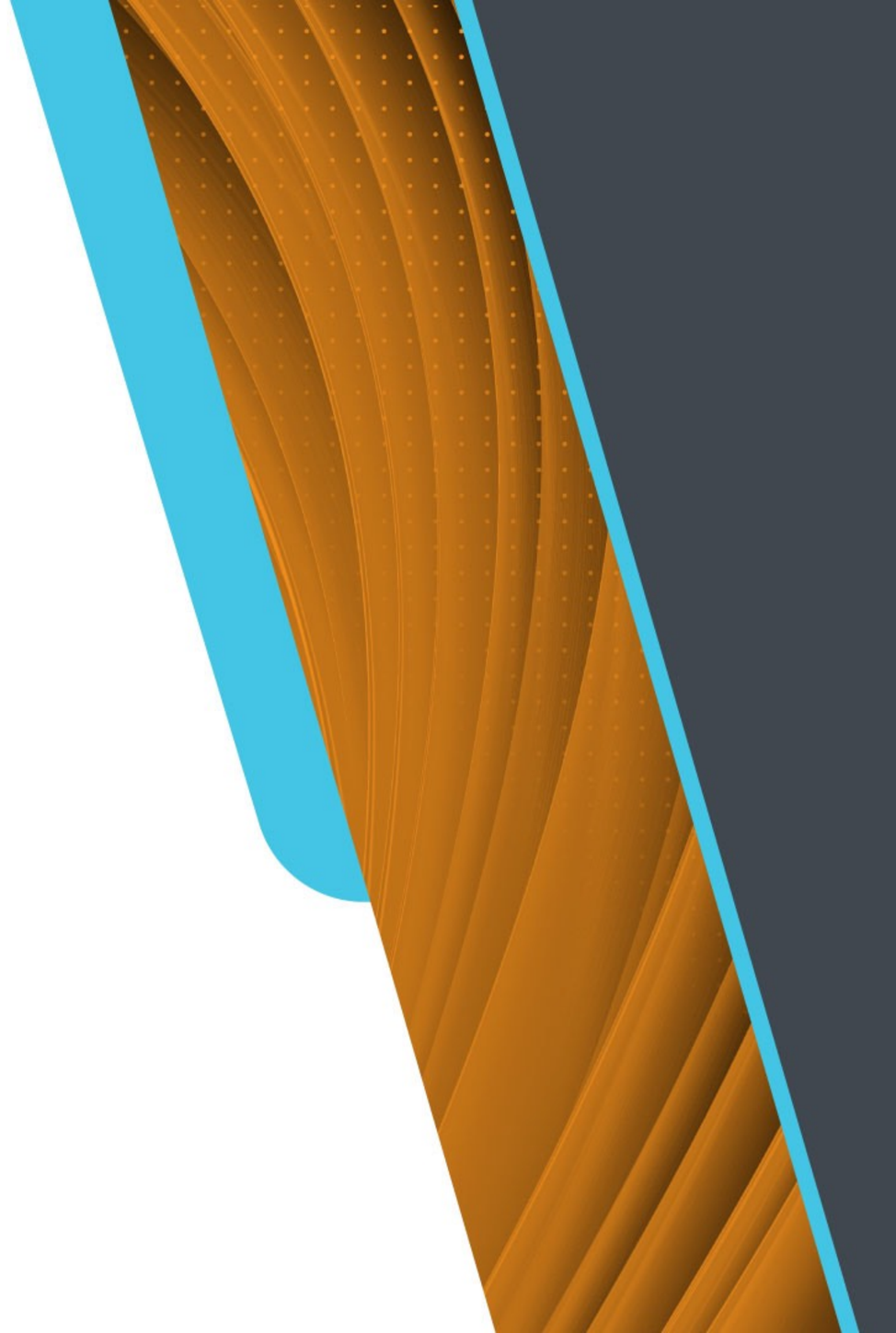
a16zSummit

The Allure of Product Zeitgeist Fit

SPEAKER

D'Arcy Coolican, Andreessen Horowitz



Product Zeitgeist Fit

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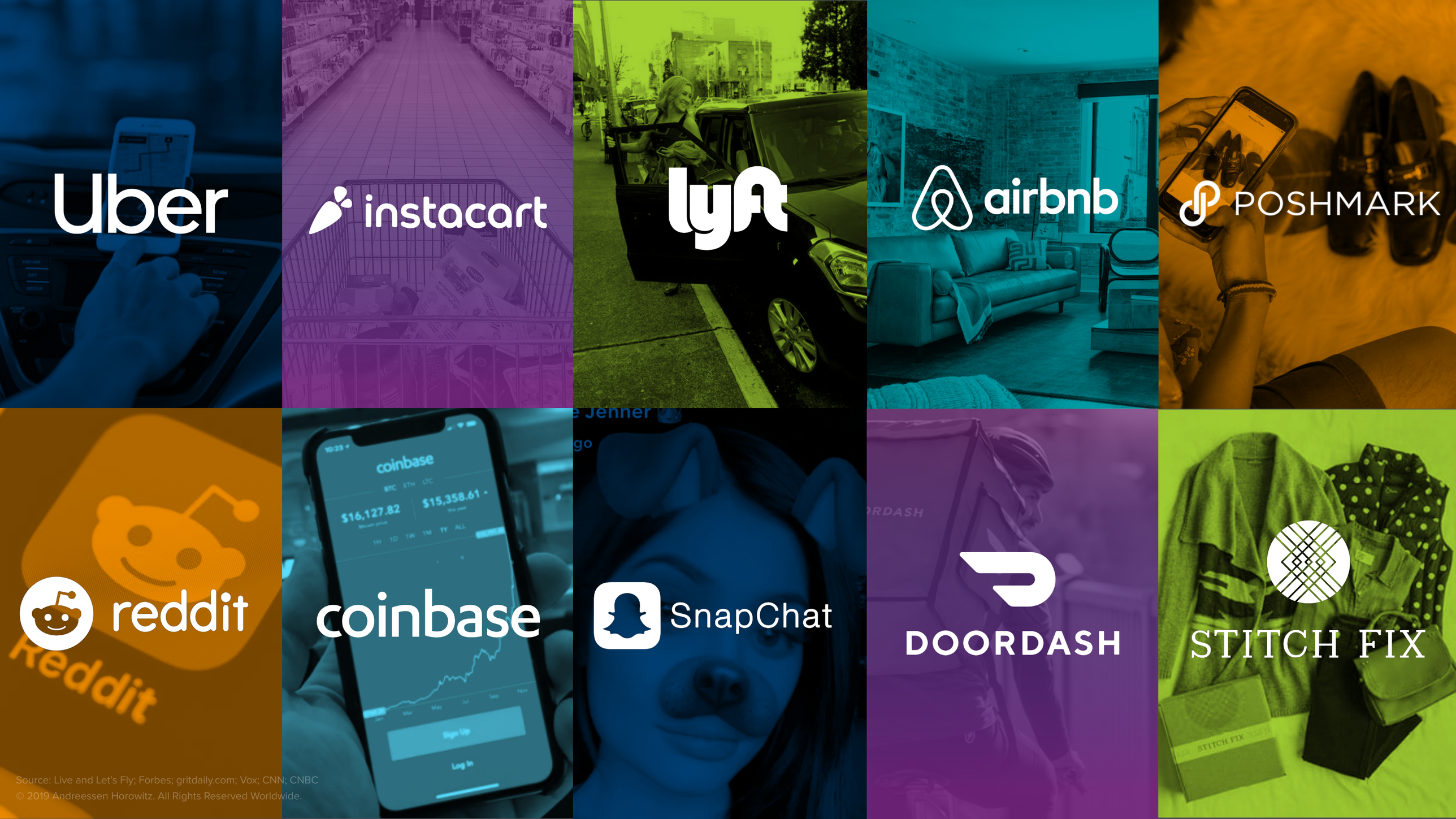

Source: Live and Let's Fly; Forbes; gritdaily.com; Vox; CNN; CNBC

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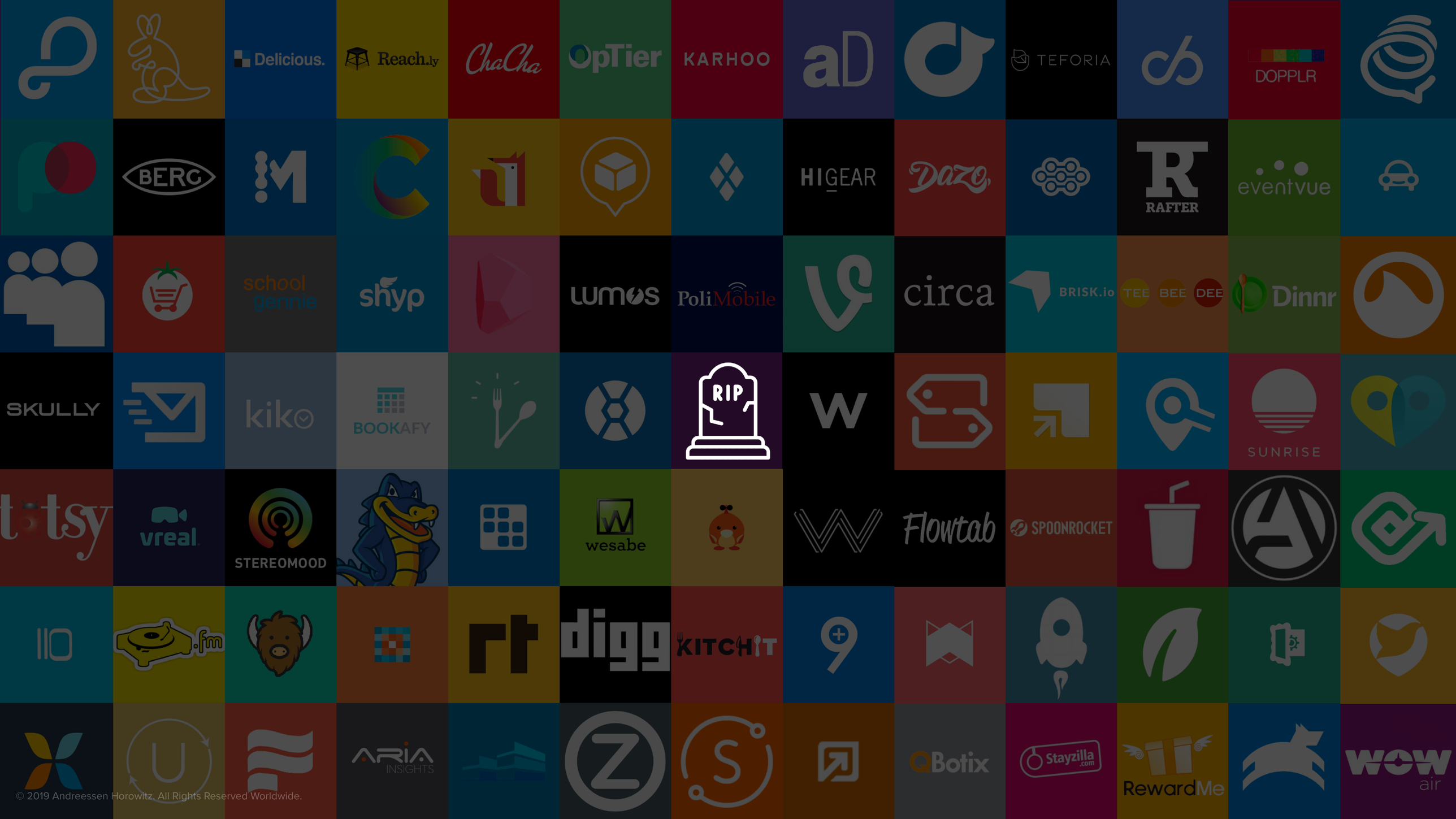

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Path beta

Sign in

GOODBYE!

Source: AOL; Twitter; Airbnb; thehustle.co; getpaidforyourpad.com

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Product Zeitgeist Fit

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THE PRIVACY PROJECT

NiemanLab

PREDICTIONS FOR JOURNALISM 2019

GOODBYE ATTENTION ECONOMY, WE'LL MISS YOU

Source: The New York Times; Nieman Lab

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PZF

Early
Adoption

Mainstream
Adoption

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Source: researchgate.net, Cloudinary

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Four Forces

Users

Employees

Investors

Media

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Crypto

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Frustration with Wall Street

Distrust of Institutions

FAANG-er

Source: Vanity Fair; Twitter; Slideshare; onezero.medium.com

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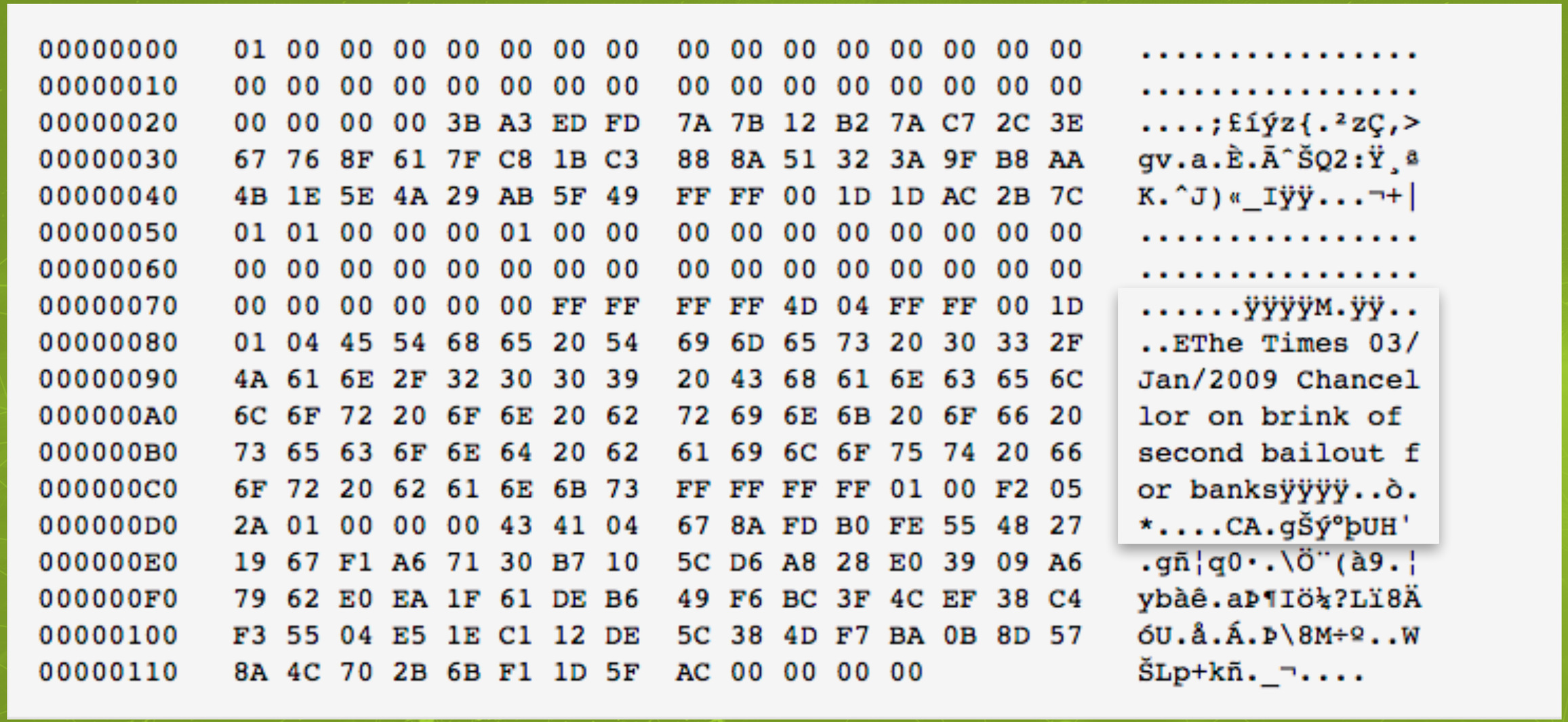

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00000110   8A 4C 70 2B 6B F1 1D 5F   AC 00 00 00 00           ŠLp+kñ._¬....
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Source: Bitcoin

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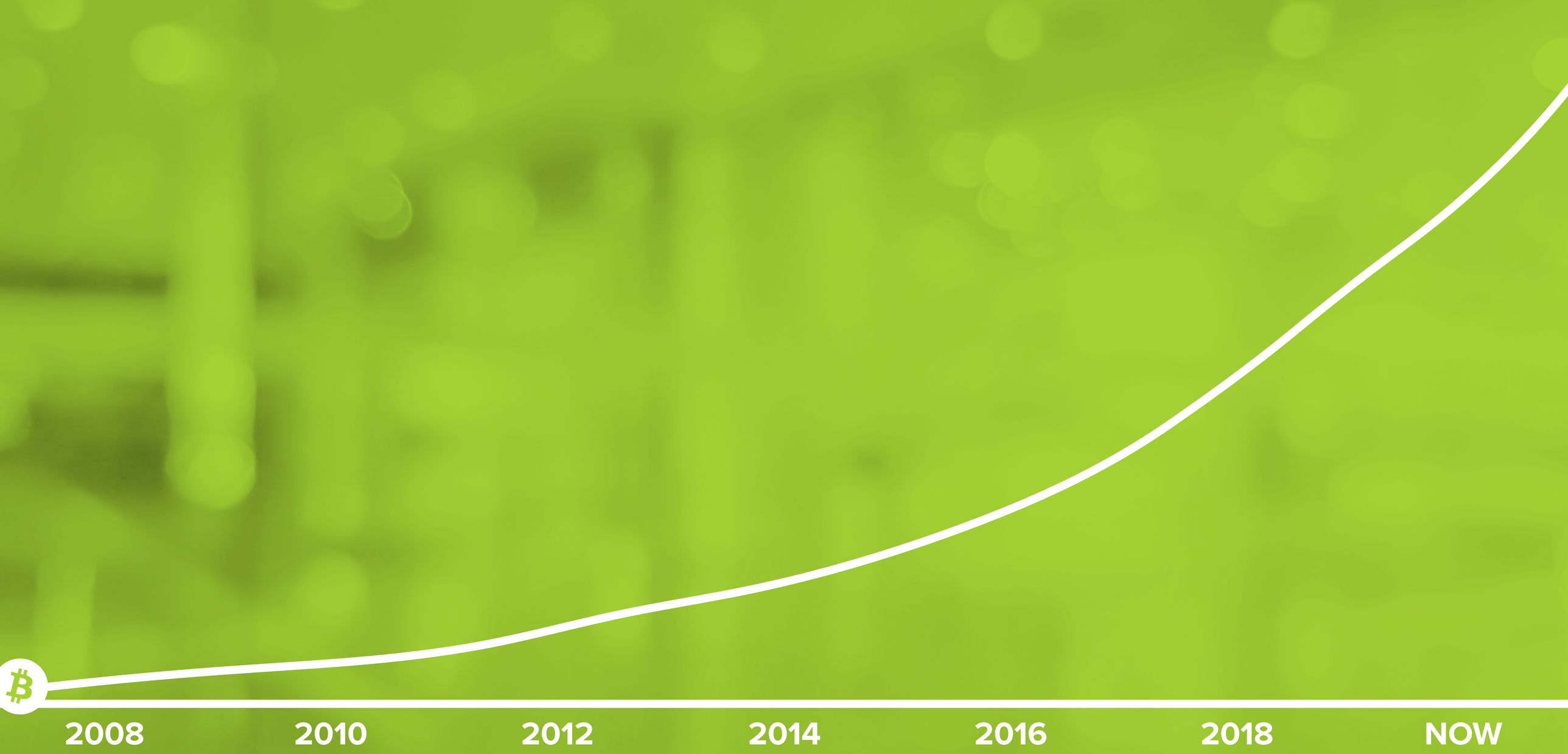

Bitcoin Transaction Volume

Charts herein are for informational purposes only and should not be relied upon when making any investment decision; past performance is no guarantee of future results.

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Clean Meat

Source: Impossible Burger

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A REPORTER AT LARGE SEPTEMBER 30, 2019 ISSUE

CAN A BURGER HELP SOLVE CLIMATE CHANGE?

Eating meat creates huge environmental costs. Impossible Foods thinks it has a solution.

By Tad Friend September 23, 2019

Source: Amazon; The New Yorker

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Published on October 20, 2018

Why It's Time to End Factory Farming

written by **Jacy Reese**

If consumers knew how farmed chickens were raised, they might never eat their meat again

The debate about animal welfare has intensified

Source: krishijagran.com; quillete.com; theguardian.com

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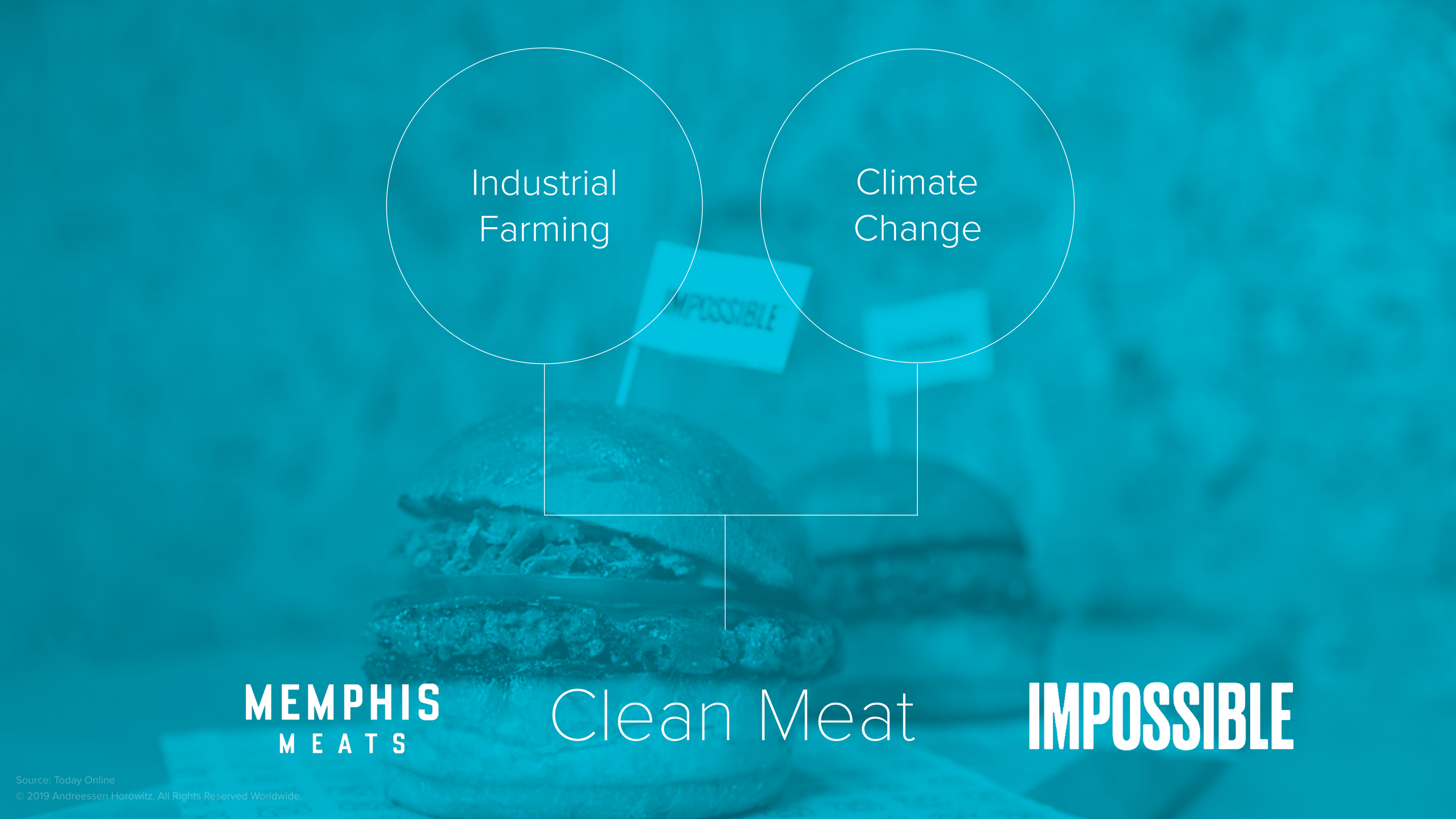

Source: Today Online

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What's the biggest problem we could work on? Climate change. Duh.

PAT BROWN, CEO
IMPOSSIBLE

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Source: Twitter

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Source: New York Magazine

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Income Share Agreements

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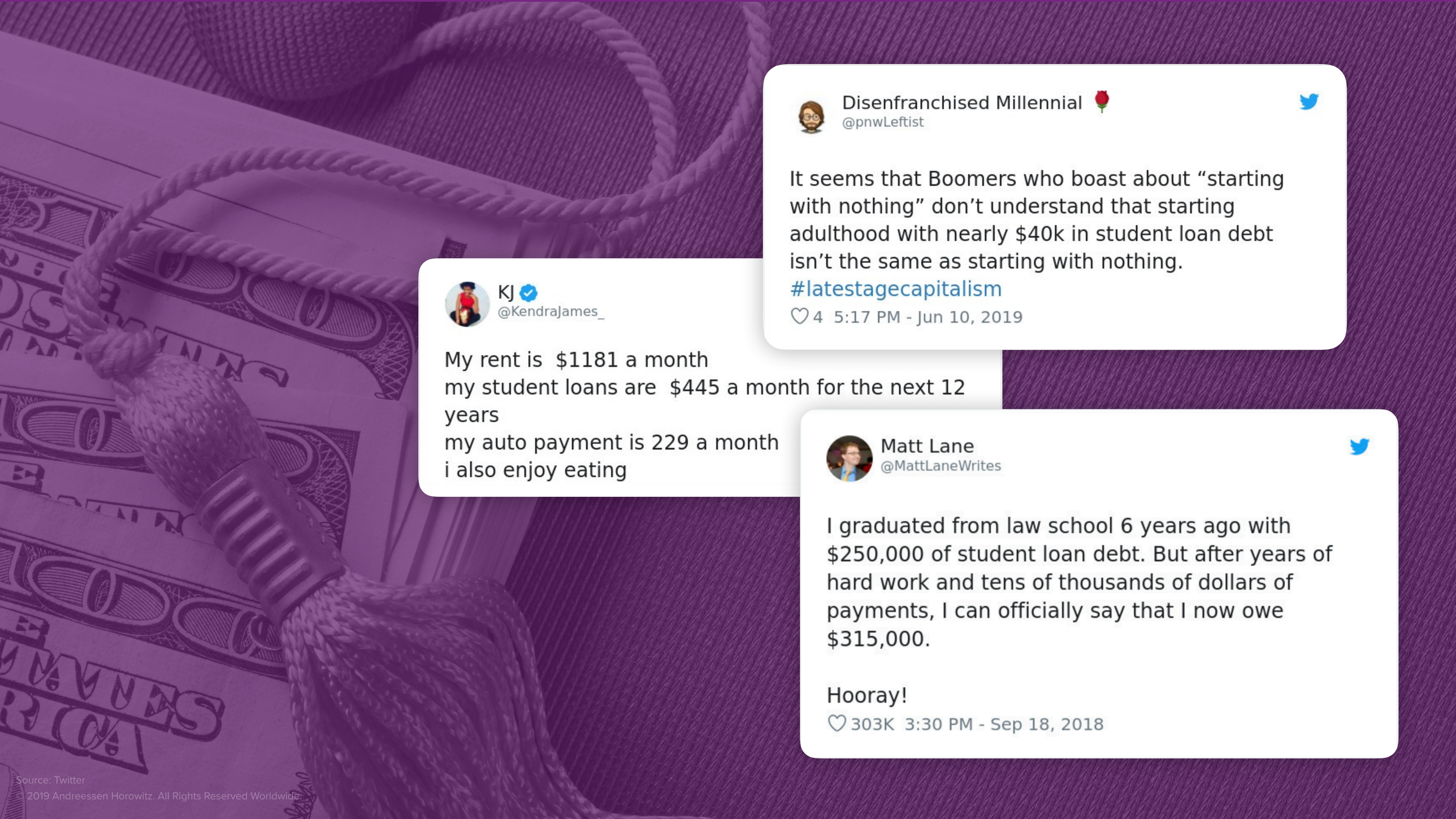

Disenfranchised Millennial 🌹
@pnwLeftist

It seems that Boomers who boast about “starting with nothing” don’t understand that starting adulthood with nearly $40k in student loan debt isn’t the same as starting with nothing. #latestagecapitalism

♡ 4 5:17 PM - Jun 10, 2019

KJ
@KendraJames_

My rent is $1181 a month
my student loans are $445 a month for the next 12 years
my auto payment is 229 a month
i also enjoy eating

Matt Lane
@MattLaneWrites

I graduated from law school 6 years ago with $250,000 of student loan debt. But after years of hard work and tens of thousands of dollars of payments, I can officially say that I now owe $315,000.

Hooray!

♡ 303K 3:30 PM - Sep 18, 2018

Source: Twitter

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“Some believe higher education institutions are having a negative effect on the country.”

Pew Research

The New York Times

Actresses, Business Leaders and Other Wealthy Parents Charged in U.S. College Entry Fraud

Source: Boston Globe; New York Times

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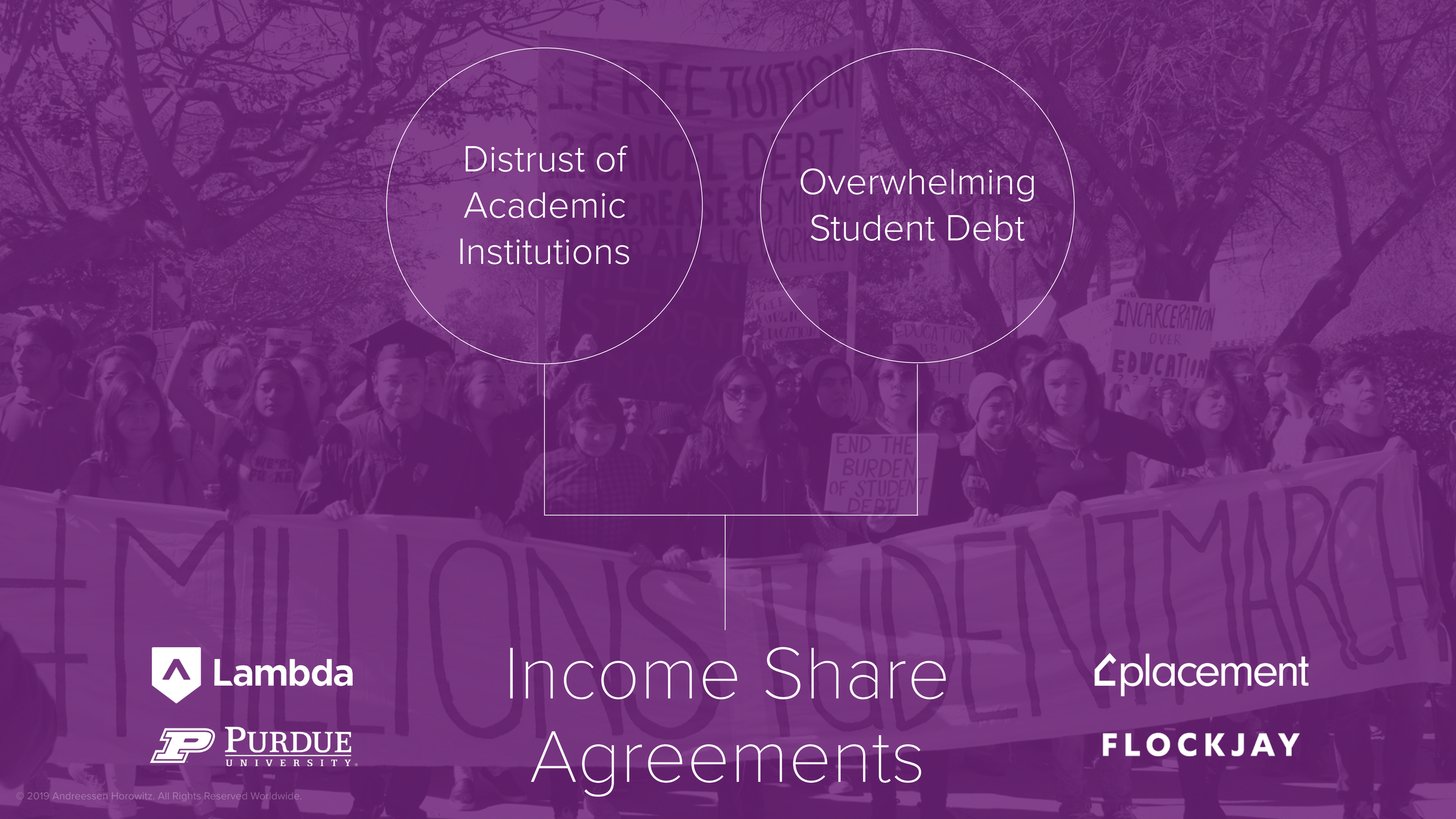

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Source: progressive.org

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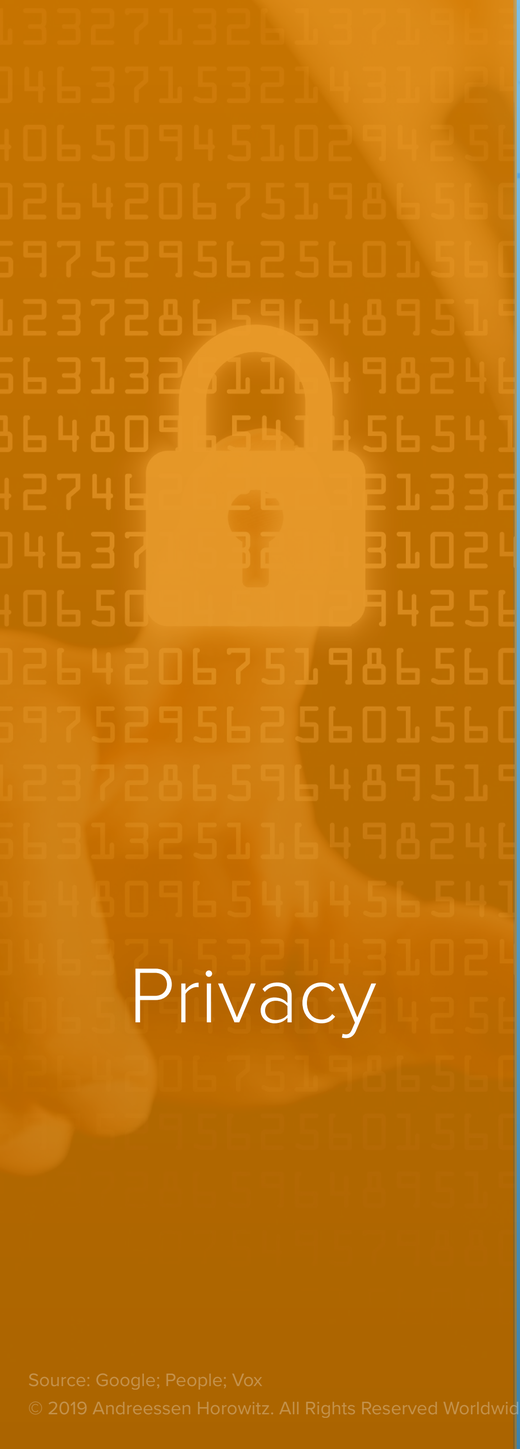
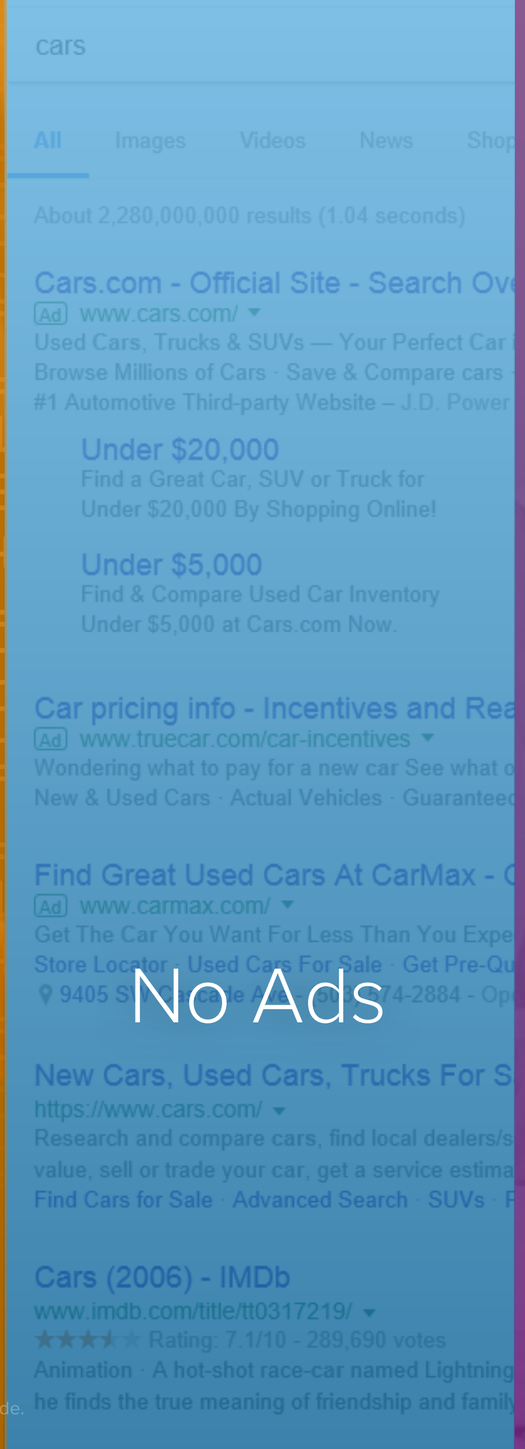


Privacy


cars
All
Images
Videos
News
About 2,280,000,000 results (1.04 seconds)
Cars.com - Official Site - Search Ov
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Used Cars, Trucks & SUVs — Your Perfect Car
Browse Millions of Cars · Save & Compare cars
#1 Automotive Third-party Website – J.D. Power
Under $20,000
Find a Great Car, SUV or Truck for
Under $20,000 By Shopping Online!
Under $5,000
Find & Compare Used Car Inventory
Under $5,000 at Cars.com Now.
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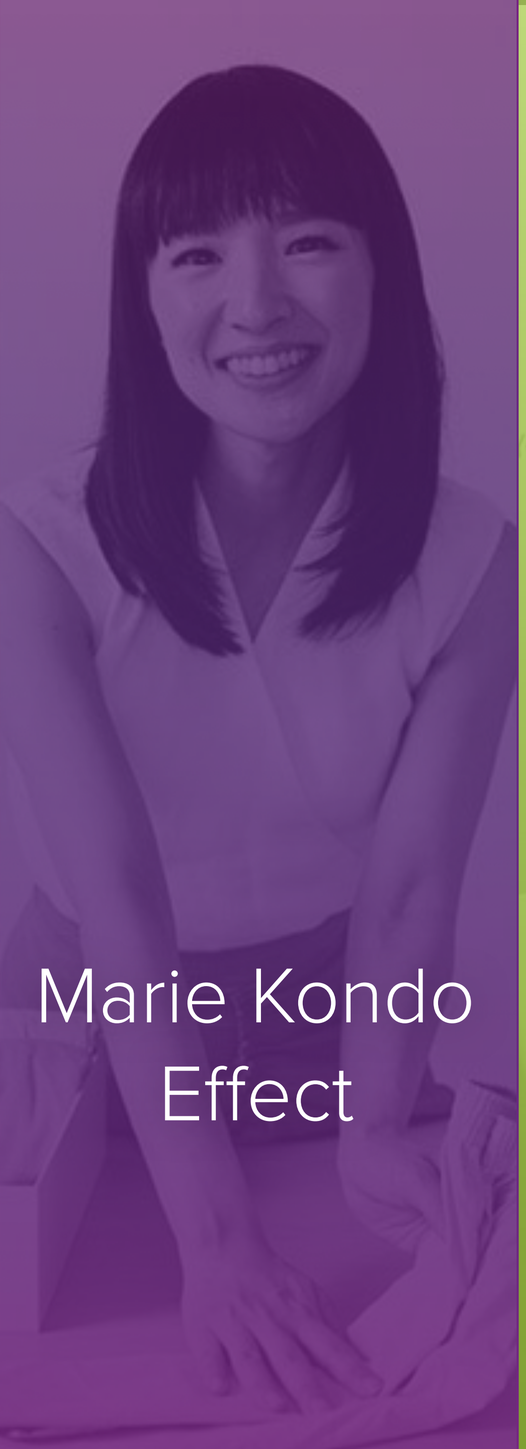
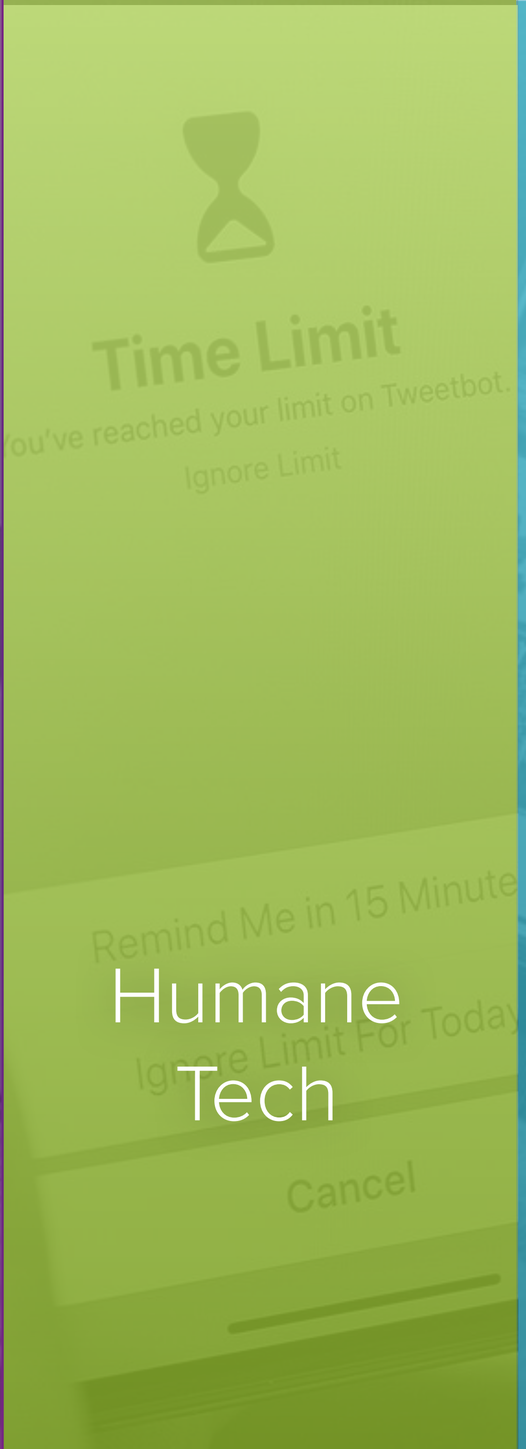
New Cars, Used Cars, Trucks For S
https://www.cars.com/
Research and compare cars, find local dealers/s
value, sell or trade your car, get a service estima
Find Cars for Sale · Advanced Search · SUVs
Cars (2006) - IMDb
www.imdb.com/title/tt0317219/
Rating: 7.1/10 - 289,690 votes
Animation · A hot-shot race-car named Lightning
he finds the true meaning of friendship and family

No Ads



Marie Kondo Effect



Humane Tech

New Social

Source: Google; People; Vox

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Path beta

Sign in

Dave Morin
@davemorin
Follow
Overwhelmed by requests to rebuild a better @Path. Considering doing it. If you are interested in working on such an idea, DM me. Let's see if a passionate team forms. If so, we'll do it.
5:59 PM - 21 Mar 2018
282 Retweets 1,973 Likes

Source: AOL; Twitter

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How Do You Spot PZF?

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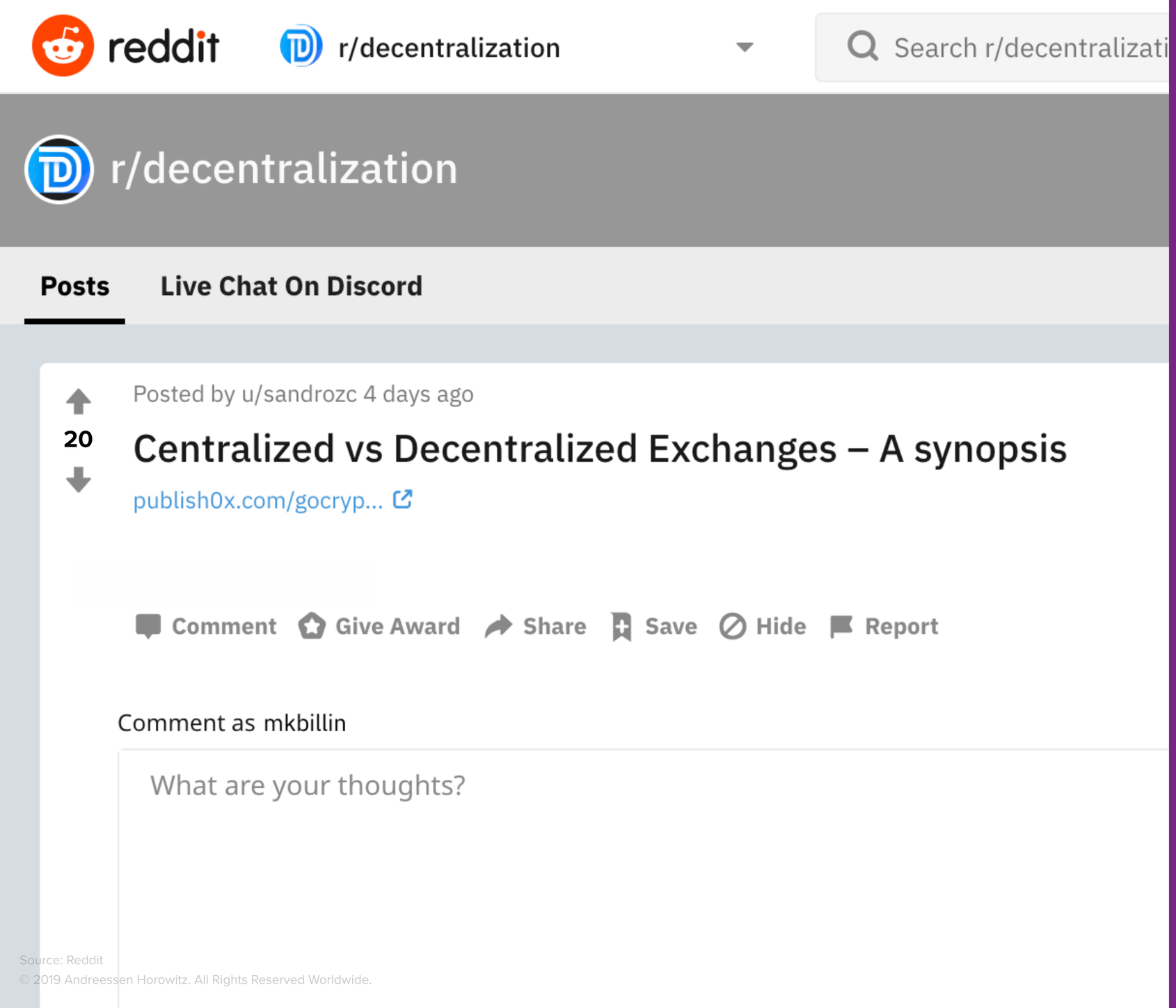

The "Nerd Heat" Test

Source: Reddit
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The “Despite” Test

Source: AdAge

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The “T-Shirt” Test

Source: Forbes

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The “Eyebrow” Test

When I first heard about Airbnb, I thought, “that is the stupidest idea I ever heard.”

JEFF JORDAN, Board Member, Airbnb

Source: Fortune

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Anticipating the Zeitgeist

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Generational

Reactionary

Villain

Source: pngtube.com

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Source: Vox

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1990

2005

Today

Source: Amazon; redbubble.net; Medium

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Product Zeitgeist Fit

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